



TransUnion Market Insights and Intelligence Dashboard



Get a clear view of market growth opportunities

Leverage intuitive visualisation technology to assess performance against industry and peers, determine trends and analyse prospects.



Gain greater understanding

Go beyond traditional data by accessing rich, alternative perspectives for more informed decisioning.



Enjoy an interactive design

Simplify complex processes, highlight key metrics, define strategic steps and configure multilevel analytics with smart dashboard views.

Accelerate and streamline profitable marketing initiatives

TransUnion Market Insights and Intelligence Dashboard is a data and analytics tool used to access and analyse trends. The interactive platform allows you to immediately tap into relevant information and drill down to what's most meaningful.

You can evaluate your operation using metrics like account volume, average balances and delinquency rates, which helps inform reliable decision-making in an active, lending environment.

Now, two new modular options offer advanced tools for more accurate and profitable assessments, helping you better compete in a dynamic economy.

Key applications include:

Market Insights

- **Explore origination tendencies:**
Gain a more holistic perspective on market shifts with credit tier views and average loan or line amount insights
- **Identify fast-growing segments:**
Monitor credit category growth to understand current use and likely competition
- **Recognise loan quality changes:**
View and evaluate delinquency rate adjustments to gauge your operation

Benchmarking

- **Compare on-us and off-us performance:**
Share deeper segment analyses (banks vs. non-banks) across vital indicators
- **Understand market and wallet share:**
See opportunities for profitable expansion
- **Benchmark performance over time:**
Gauge the effectiveness of strategy adjustments

Vintage Analysis

- **Review underwriting policy:**
Determine default early, risk align application scores and lending policies
- **Forecast losses:**
Interpret curves to effectively predict and manage loss reserves
- **Improve profitability:**
Refresh performance data for optimum allocation and pricing guidelines

DataPLUS

- **Provide exact numbers per category:**
Investigate increases or decreases in default, volumes or values
- **Easily correlate a trend:**
Organise by specific factors, such as CVS, age group or credit limit
- **Create a bespoke summary table:**
Designate inputs based on business imperatives
- **Spot credit trends:**
Assess deviations from distinct strategic and operational angles
- **Monitor change:**
Check variations by month, quarter or year to date

Alternative Data Module

- **Work with macroeconomic variables:**
Stay apprised of movements within the stock exchange, GDP, house prices, CPI, prime interest rate, wages, delinquency and bankruptcy
- **Segment households:**
Divide into 34 categories (partitioned into 8 groups) by detailed demography and sociographic characteristics

Contact your TransUnion representative to learn more about how Market Insights and Intelligence Dashboard can inform focused strategies for growing your business. For more details on MIID offerings, please visit transunion.hk/product/market-insights-and-intelligence-dashboard.